



DEPARTMENT OF THE NAVY

COMMANDER
NAVY REGION, MID-ATLANTIC
6506 HAMPTON BLVD.
NORFOLK, VA 23508-1273

IN REPLY REFER TO:

COMNAVREGMIDLANT
INST 5720.1A
N30

19 MAR 2001

COMNAVREG MIDLANT INSTRUCTION 5720.1A

Subj: PLANNING AND EXECUTION OF PUBLIC EVENTS IN THE
HAMPTON ROADS AREA

Ref: (a) SECNAVINST 5720.44 Series
(b) OPNAVINST 5090.1 Series
(c) DODI 5500.7R
(d) Navy Personnel Command, Navy MWR's Involvement in Open House Events Guidebook, September 1998.
(e) Navy Personnel Command, A Practical Guidebook for Navy Corporate Sponsor and Partnership Opportunities, September 1998
(f) CHINFO WASHINGTON DC 082200Z Feb 00
(g) OPNAVINST 3710.1 Series
(h) NAVFAC P-73 Real Estate Procedural Manual

Encl: (1) Warning Order Format
(2) Planning Order Format
(3) Operations Order Format

1. Purpose. To provide policy and guidance to ensure that the Navy is a highly visible and respected partner in the Hampton Roads community. The Navy's relationship with the community is enhanced when Navy activities work closely with neighboring communities on events, which highlight the military, and our people. Navy Region Mid-Atlantic's goal is to work closely with the various Hampton Roads communities to support events and celebrations that benefit sailors and enhance the Navy's relationship with the people of Hampton Roads. As an integral part of the Hampton Roads community, we must be ready, able, and willing to employ the leadership of our installation commanders, program managers, and sailors to better our communities.

2. Cancellation. COMNAVREGMIDLANTINST 5720.1. Due to numerous changes throughout instruction should be read in its entirety.

19 MAR 2001

3. Background. Reference (a) is Department of the Navy Public Affairs Policy and Regulations. Reference (b) is the Environmental and Natural Resource Program Manual. Reference (c) is the Joint Ethics Regulation. References (d) and (e) provide guidance on funding of MWR aspects of events, including the provision of guidance concerning commercial sponsorship. Reference (f) is Chief of Information Aviation Support Guidance that amends approval authority guidance in reference (a). Reference (g) is NATOPS General Flight and Operating Instructions. Reference (h) is Real Estate Procedural Manual, which includes the procedures for real estate licensing. Together these regulations establish the authority and procedures necessary to provide Navy support to community relations events, including open-house events. This instruction establishes regional policy and procedures to be employed during the planning and execution of such events to ensure proper approval is obtained, all necessary support is provided, and that the requirements of the references set forth above are assured.

4. Discussion

a. Community Outreach events such as public visitation, concerts, air show and other events are invaluable for building relationships with the community. In addition to enhancing morale of military members, their families and the civilian community, such events showcase our bases, ships, aircraft, and sailors. This exposure supports Navy recruiting and retention efforts and helps keep the public and civic leaders informed about the Navy in general.

b. Historically, a number of public events take place within the Hampton Roads area. In addition to events which recur annually or more frequently, like airshows and public visitations, a number of significant one-time events will take place requiring support of Navy Region Mid-Atlantic.

c. In order to ensure successful Navy support of community outreach events, Commander, Navy Region, Mid-Atlantic (COMNAVREG MIDLANT) will use a tool developed for the planning and execution of other military operations. This process, known as the Joint Operation Planning and Execution System (JOPES), uses a system of warning orders, planning orders, operations orders, and after-action reports to ensure that missions are clearly articulated, requirements and resources accurately identified, taskings staffed and documented, and lessons learned collected so that future events can be improved. To the degree

19 MAR 2001

practicable, this process will be employed for all operations and events in the Mid-Atlantic Region.

5. Commander's Intent

a. Commander, Navy Region, Mid-Atlantic will ensure that each community event/celebration, which requires Navy involvement, receives the best support possible. To do that, it is essential that expectations be clearly articulated in writing, evaluated, and properly resourced before an official commitment is made to provide support. Upon notification of an event/celebration, an Events Coordinator (EC), military or civilian will be assigned by the Deputy Commander/Chief of Staff (COS) to determine the scope of the Navy's involvement and to recommend a course of action. If the level of effort on the part of the Navy is significant, an Officer in Charge of the Event (OCE) will be appointed in writing. The OCE will be the accountable action officer and as such, will be the only individual other than the Commander authorized to commit Navy resources for an event/celebration. Typically the OCE will be an Installation Commander (IC) as determined by the nature, complexity, location, and extent of the event. If the event will occur on an installation, the Installation Commander will be OCE. For events occurring outside of Navy Installations, the OCE will be assigned on a case by case basis.

b. COMNAVREG MIDLANT identifying the OCE and documenting the mission will issue a Warning Order. The OCE will be the supported commander and all tasked staff and Program Managers (PMs) will be supporting components and will provide support directly to the OCE. Unresolved issues will be raised to the Commander or Deputy Commander/COS for resolution.

c. The OCE, acting under the oversight of the COS, will issue a planning order and establish a planning committee of appropriate personnel from the Regional Staff, Program Manager Staffs, and Installation Staffs, to identify the requirements of the event/celebration and to prepare the event OPORDER.

d. While specific timelines will vary from event to event, the following notional timeline is a guide for implementing this program for major events/celebrations:

(1) Warning Order issued by COMNAVREG MIDLANT six months prior to event or as soon as the requirement is identified.

(2) Planning Order issued by OCE five months prior to event or as soon as possible after receipt of warning order.

19 MAR 2001

(3) Draft input due from supporting personnel to OCE NLT 90 days before event or as otherwise directed.

(4) OPORDER inputs from OCE to COMNAVREG MIDLANT NLT 60 days before event or as otherwise directed.

(5) OPORDER approved and issued by COMNAVREG MIDLANT NLT 45 days before event.

(6) CONOPS/5050 Notice issued by OCE NLT 30 days before event.

(7) After-action report and lessons learned provided to COMNAVREG MIDLANT NLT 45 days after event.

e. Support for the OCE will be provided in all cases by the Regional Public Affairs Officer (PAO), as primary interface with the community; Regional Staff Judge Advocate, to ensure compliance with applicable laws and regulations; the Regional Operations Officer, for drafting of the necessary orders, Plans of Action and Milestones (POA&M), after-action reports, and tracking of same, and the Regional Program Managers. Enclosure (1) contains sample documents, which will be used as a guideline for orders issued pursuant to this instruction.

6. Action

a. Commander, Navy Region, Mid-Atlantic. Upon notification from any source of a potential event requiring coordination under the terms of this directive, appoint an EC to clarify requirements and evaluate the extent of Navy support required. If warranted, issue a Warning Order assigning an OCE to effect the detailed planning and ensure proper execution. Upon approval of draft OPORDER submitted by OCE, issue Execute Order.

b. Events Coordinator (EC). Interface with Regional PAO and other requirements generators to ensure a clear and concise understanding of the requirements/expectations connected with Navy support/involvement in the event. Where requirements are extensive, prepare a warning order to assign the planning, coordination, and execution of the event to an OCE. For significant events of a smaller scale, the EC will prepare a 5050 Notice and take the lead as the action officer to coordinate all aspects of planning and executing the event.

c. Officer in Charge of Event (OCE). Establish a planning committee of appropriate personnel from the Regional Staff, Program Manager Staffs, and Installation Staffs, to identify the requirements of the event/celebration and to prepare the event

OPORDER. Ensure all requirements, including costs, are clearly identified and tasked as necessary. Issue planning order to all concerned units or activities. Upon receipt of Execute Order from COMNAVREG MIDLANT, issue OPORDER and execute event.

d. COMNAVREG MIDLANT Operations Officer. Provide necessary support to EC and OCE for the drafting of all necessary Warning Orders, Planning Orders, OPORDERs, and supporting documentation. Assist OCE as necessary in the clarification of expectations, identification and coordination of requirements and resources across command lines, and execution of plans in order to assure successful execution of the event. Collect after-action reports and lessons learned from each event and retain for future use. For recurring events, develop Concept Plans for use by future OCE.

e. COMNAVREG MIDLANT Public Affairs Officer. As primary spokesperson, provide interface with community as necessary to identify events requiring Navy support. During the concept stage, ensure that requirements and potential resources are identified and communicated to the Commander, the EC and the civilian community. During planning and execution phases, ensure support is provided to the OCE in accordance with the requirements of reference (a). On a routine basis, provide a weekly report to COMNAVREG MIDLANT of all identified community relations events and details of potential or identified Navy commitments. Ensure all changes in requirements are expeditiously communicated to the OCE. Coordinate as necessary with subordinate unit PAO offices and with CINCLANTFLT (N02P) and CHINFO as required.

f. COMNAVREG MIDLANT Staff Judge Advocate: As primary legal advisor, review all plans for compliance with references(b) and (c) and other applicable laws and regulations. Coordinate as necessary with subordinate unit legal offices, the Office of General Counsel, CINCLANTFLT (N02L) and community legal counterparts. At a minimum, ensure following issues are addressed in final plans:

(1) Determine Statutory or Regulatory Authority for support of event.

(2) Ensure a formal determination is obtained regarding support for event, and whether event is considered an official or unofficial event.

19 MAR 2001

(3) Nature of support to be provided and legal issues involved, including specific regulations concerning use of facilities, equipment, personnel, and vehicles.

(4) Ensure all Commercial sponsorship procedures and agreements are in accordance with references (d) and (e).

(5) Procurement - ensure legal review of any NAF/APF procurements (e.g., concessions, tent rentals, etc.)

(6) Fiscal - ensure time, purpose and amount requirements satisfied.

(7) Ensure all necessary MOA/MOU/ISSAs are prepared in accordance with law and regulation, including indemnity/waiver of liability provisions.

(8) Gifts of travel - ensure reimbursement of official travel expenses complies with JTR/JFTR.

(9) Environmental impact - ensure NEPA requirements are met and all environmental issues are addressed in event plans.

g. Regional Program Manager for Support Services. Provide necessary support to meet all requirements for corporate or other commercial sponsorship. As part of required after-action report, assist OCE in preparing a financial report of the MWR non-appropriated fund aspects on the event to COMNAVREG MIDLANT. A copy of this report should be maintained in the Regional MWR Central Accounting Office.

h. Regional Program Manager for Public Safety. Ensure that a security plan, fire safety plan, and other public safety support are developed for the event in cooperation with the OCE and cognizant Program Managers.

i. Regional Program Manager for Air Operations. In accordance with the requirements of references (e) and (f), maintain primary oversight of all aviation-related activities. Assist the OCE, as needed, in arranging for aircraft to be used as static display, flybys, and aerial demonstrations. Provide necessary interface with other aviation commands and activities to ensure proper support is provided for all regional events.

j. Regional Engineer/Program Manager for Facilities. Provide necessary support, including environmental planning support, to ensure facility requirements and other necessary support are identified and met for all activities and events.

k. Program Managers for Port Operations, Ordnance, and Supply/Logistics. As may be required by specific events and as tasked by OCE, provide necessary support to ensure requirements are identified and met for all activities and events.



C. W. COLE

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19 MAR 2001

WARNING ORDER FORMAT

R 081200Z FEB 01

FM COMNAVREG MIDLANT NORFOLK VA//N30/N01//

TO NAS OCEANA VA//PM AIR OPS//

LANTORDCOM YORKTOWN VA//PM ORDNANCE//

NAVPHIBASE LITTLE CREEK VA//PM PUBLIC SAFETY//

NAVSTA NORFOLK VA//PM PORT OPS//

PWC NORFOLK VA//PM FACILITIES//

NAVSUPPACT NORFOLK VA//PM SUPPORT SERVICES//

FISC NORFOLK VA//PM SUPPLY AND LOGISTICS//

NCTAMS LANT NORFOLK VA//PM IT//

NAVMEDCEN PORTSMOUTH VA//N00//

NAVDENCEN MIDLANT NORFOLK VA//N00//

INFO AS REQUIRED

BT

UNCLAS //N05720//

MSGID/ORDER/CNRMA//

REF/A/DOC/CNRMA/(DATE OF THIS INSTRUCTION)//

AMPN/COMNAVREGMIDLANTINST 5720.1A (PLANNING AND EXECUTION OF
PUBLIC EVENTS IN THE HAMPTON ROADS AREA).//ORDTYP/WARNING ORDER/NAME OF EVENT (I.E. AZALEA FESTIVAL
AIRSHOW) //

Enclosure (1)

19 MAR 2001

GENTEXT/SITUATION/STATE THE SITUATION. INCLUDE AS MUCH
BACKGROUND INFO AS POSSIBLE.//

GENTEXT/MISSION/ THIS PARAGRAPH WILL CONTAIN THE MISSION (S)
THAT THE NAVY AND COMNAVREG MIDLANT SPECIFICALLY HAVE BEEN
TASKED WITH. //

GENTEXT/EXECUTION/

/A/DESIGNATION OF OCE FOR THE EVENT.

/B/ALL PROGRAM MANAGERS WILL SUPPORT OCE TO THE FULLEST EXTENT
TO ENSURE THE SUCCESS OF THIS HIGHLY VISIBLE EVENT.//

NOTES:

1. ADD OTHER REFS AS REQUIRED.

19 MAR 2001

PLANNING ORDER FORMAT

R 081200Z MAR 01

FM OCE

TO COMMANDS PROVIDING SUPPORT

INFO AS REQUIRED

BT

UNCLAS //N05720//

MSGID/ORDER/(OCE PLAD)//

REF/A/ORDER/CNRMA/081200ZFEB01//

REF/B/DOC/CNRMA/(DATE OF THIS INSTRUCTION)//

NARR/REF A IS COMNAVREG MIDLANT WARNING ORDER. REF B IS

COMNAVREGMIDLANTINST 5720.1A (PLANNING AND EXECUTION OF PUBLIC
EVENTS IN THE HAMPTON ROADS AREA).//ORDTYP/PLANNING ORD/NAME OF EVENT (I.E. AZALEA FESTIVAL
AIRSHOW)//POC/(NAME)/(RANK)/(OCE PLAD)/TEL: (PHONE NUMBER)/E-MAIL: (E-MAIL
ADDRESS)//GENTEXT/SITUATION/STATE THE SITUATION. INCLUDE INFORMATION THAT
HAS DEVELOPED SINCE ISSUING OF WARNING ORDER.//

GENTEXT/EXECUTION/

/A/IN ACCORDANCE WITH REFS A AND B, A PLANNING MEETING WILL BE

HELD AT _____ ON _____. ALL ACTION ADDEES SUBMIT NAMES/

Enclosure (2)

19 MAR 2001

PHONE NUMBER/E-MAIL ADDRESS OF REPRESENTATIVES WHO WILL ATTEND
MEETING TO POC NLT _____. ADDITIONAL ATTENDEES ARE WELCOME.

/B/THE FOLLOWING PRELIMINARY LIST OF REQUIREMENTS HAS BEEN
IDENTIFIED: LIST THE REQUIREMENT (S) AND ANTICIPATED PROVIDER.

/C/ALL PROGRAM MANAGERS WILL SUPPORT OCE TO THE FULLEST EXTENT
TO ENSURE THE SUCCESS OF THIS HIGHLY VISIBLE EVENT.//

NOTES:

1. ADD OTHER REFS AS REQUIRED.

19 MAR 2001

Operations Order Format

R 081200Z AUG 01

FM COMNAVREG MIDLANT NORFOLK VA//N3/N01//

TO NAS OCEANA VA//PM AIR OPS//

LANTORDCOM YORKTOWN VA//PM ORDNANCE//

NAVPHIBASE LITTLE CREEK VA//PM PUBLIC SAFETY//

NAVSTA NORFOLK VA//PM PORT OPS//

PWC NORFOLK VA//PM FACILITIES//

NAVSUPPACT NORFOLK VA//PM SUPPORT SERVICES//

FISC NORFOLK VA//PM SUPPLY AND LOGISTICS//

NCTAMS LANT NORFOLK VA//PM IT//

NAVMEDECEN PORTSMOUTH VA//N00//

NAVDENCEN MIDLANT NORFOLK VA//N00//

INFO CINCLANTFLT NORFOLK VA//N02P/N02PB

NAVCRIMINSERFO NORFOLK VA//NFNF//

OTHERS AS REQUIRED

BT

UNCLAS //N05720//

MSGID/ORDER/CNRMA//

REF/A/GENADMIN/CNRMA/XXXXXXZJAN01//

AMPN/AS APPLICABLE//

NARR/AS APPLICABLE//

ORDTYP/OPORD/NAME OF EVENT (I.E. AZALEA FESTIVAL AIRSHOW)//

Enclosure (3)

19 MAR 2001

GENTEXT/SITUATION/THIS PARAGRAPH WILL CONTAIN A COMPLETE STATEMENT OF ALL INFORMATION AVAILABLE TO THE COMMANDER AND IS INTENDED TO PROVIDE ALCON THE NECESSARY BACKGROUND FOR THE EVENT. //

GENTEXT/MISSION/THIS PARAGRAPH WILL CONTAIN THE MISSION(S) THAT THE NAVY AND CNRMA SPECIFICALLY HAVE BEEN TASKED WITH.//

GENTEXT/EXECUTION/THIS IS THE TASK SECTION.

A/PROVIDE OVERALL (BROAD) CONCEPT OF OPERATIONS FROM THE COMNAVREG MIDLANT VIEW.

B/THE OCE WILL BE DESIGNATED AND GIVEN SPECIFIC TASKS. INCLUDE REQUIREMENT FOR CONOPS/BRIEF/5050 SUBMISSION (DUE DATE).

C/OTHER COMMANDS THAT ARE PARTICIPATING AND/OR PROVIDING SUPPORT WILL BE GIVEN SPECIFIC MISSIONS/TASKS.

X/THE LAST SECTION OF THIS PARAGRAPH WILL CONTAIN COORDINATING INSTRUCTIONS. INCLUDE STATEMENT INDICATING WHAT COMMAND (THE OCE) IS DESIGNATED THE SUPPORTED COMMANDER.//

GENTEXT/ADMIN AND LOG/AS APPLICABLE, THIS SECTION WILL LAY OUT THE ADMIN AND LOG ARRANGEMENTS FOR THE EVENT. IF THERE IS FUNDING PROVIDED BY NON-COMNAVREG MIDLANT COMMAND, IDENTIFY PROVIDER.//

NOTES:

1. ADD OTHER REFS AS REQUIRED.